

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hollywould, Inc.		11/30/2006	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Kellwood Company		
Street Address:	600 Kellwood Parkway		
City:	Chesterfield		
State/Country:	MISSOURI		
Postal Code:	63017		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Serial Number:	78801440	HOLLYWOULD CABANA	
Serial Number:	78801438	CABANA BY HOLLYWOULD	
Serial Number:	78229462	HOLLYWOULD	
Registration Number:	2819304	HOLLYWOULD	
Registration Number:	3078229	HOLLYWOULD	
Serial Number:	78605871	IT'S HARD TO LOOK SEXY WHEN YOUR FEET HURT	
CORRESPONDENCE DATA			
Fax Number:	(314)231-4342		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	314-231-5400		
Email:	ustrademarks@senniger.com		
Correspondent Name:	Senniger Powers/Paul Fleischut		
Address Line 1:	One Metropolitan Square, 16th Floor		
Address Line 4:	St. Louis, MISSOURI 63102		
ATTORNEY DOCKET NUMBER:	KLD9769:PIF/KSB		

TRADEMARK

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CH \$165.00 78801440

NAME OF SUBMITTER:	Paul I. J. Fleischut
Signature:	/paul fleischut/
Date:	12/14/2006
Total Attachments: 3 source=00279292#page1.tif source=00279292#page2.tif source=00279292#page3.tif	

## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), effective as of the 30 day of NOV, 2006 (the "Effective Date"), by and between Hollywould, Inc., a New York corporation, having its principal place of business at 198 Elizabeth Street, New York, New York 10012, ("Assignor") and Kellwood Company, a Delaware corporation, having its principal place of business at 600 Kellwood Parkway, Chesterfield, Missouri 63017 ("Assignee").

WHEREAS, Assignor and Assignee have executed an Agreement for Purchase and Sale of Assets dated as of DEC, 2006 to which this Assignment is referenced and attached;

WHEREAS, Assignor is the owner of all right, title and interest in and to the trademark registrations and applications set forth on Exhibit A (the "Trademarks"), together with the goodwill of the business connected with and symbolized by the Trademarks; and

WHEREAS, Assignee desires to acquire all right, title and interest in and to the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below,

Assignor hereby sells, assigns, transfers and otherwise conveys to Assignee the entire right, title, interest in and to the Trademarks in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with and symbolized by the Trademarks (including, without limitation, the right to renew any registration included in the Trademarks, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademarks, and any priority right that may arise from the Trademarks), the same to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor had this sale, assignment, transfer and conveyance not been made.

Assignor authorizes the Commissioner of Trademark of the United States and other empowered officials of the United States Patent and Trademark Office and officials in any applicable jurisdictions outside the United States to record the transfer of the registrations and applications set forth on Exhibit A to Assignee as assignee of Assignor's entire right, title and interest therein. Assignor agrees to further execute any documents reasonably necessary at any time now or in the future to effect and/or perfect this assignment or to confirm Assignee's ownership of the Trademarks.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the Effective Date first above written.

"ASSIGNOR"  
HOLLYWOULD, INC.

By: Holly Dunlap  
Name: HOLLY DUNLAP  
Title: CREATIVE DIRECTOR

STATE OF NY )  
 ) ss.  
COUNTY OF NY )

On this 30 day of NOV, 2006, before me, a Notary Public in and for the State and County aforesaid, personally appeared Holly Dunlap, known by me to be the person described in and who executed the foregoing instrument and acknowledged to me that she executed the same.

Given under my hand and seal of office this 30 day of NOV, 2006.

**NAZREEN ADJOBA**  
Notary Public, State of New York  
No. 01A06062597  
Qualified in Queens County  
Commission Expires Aug. 13, 2009

[Signature]  
Notary Public

My commission expires:

**Exhibit A**

**HOLLYWOULD, INC.**  
**U.S. TRADEMARKS**

<b><u>TRADEMARK</u></b>	<b><u>COUNTRY</u></b>	<b><u>APPLICATION NO./ REGISTRATION NO.</u></b>	<b><u>FILING DATE/ REGISTRATION DATE</u></b>
Hollywould Cabana	U.S.	78/801,440	1/27/2006
Cabana by Hollywould	U.S.	78/801,438	1/27/2006
Hollywould	U.S.	78/229,462	3/25/2003
Hollywould	U.S.	2,819,304	3/02/2004
Hollywould	U.S.	78/229,462	3/25/2003
Hollywould	U.S.	3,078,229	4/11/2006
It's Hard to Look Sexy When Your Feet Hurt	U.S.	78/605,871	4/11/2005